

## IN THE CLAIMS

Amend the claims as shown below by the markings. Add new claims 40 – 43 as shown below.

1. (Currently Amended) A method of electronically executing a commercial transaction between a remotely located customer and a vendor, the method comprising the steps of:

transmitting electronically a ~~[[an]]~~ vendor identity code from the vendor to a wireless communication device of a customer, the wireless communication device being capable of operation on a wireless communication network;

storing the vendor identity code and a transaction code in a memory of the wireless communication device of the customer, the vendor identity code including one of a telephone dialing sequence and a network address and a text message, the transaction code including a customer identification, authentication data, and transaction identification data;

transmitting electronically the ~~[[a]]~~ transaction code from the wireless communication device of the customer to an electronic order processing system associated with the vendor based on the vendor identity code;

receiving the transaction code by the order processing system associated with the vendor;

identifying the customer user based upon the customer identification contents of the transaction code;

authenticating the transaction code using the authentication data;

identifying a commercial transaction using the transaction identification data associated with the transaction code; and ~~subsequently~~

executing the identified commercial transaction by the vendor.

2. (Original) The method of claim 1, where the transaction code is comprised of a telephone dialing sequence, and the step of transmitting a transaction code is comprised of the

step of applying the transaction code dial sequence to a line associated with a public switched telephone network.

3. (Currently Amended) A method of electronically executing a commercial transaction between a remotely located customer and a vendor, the method comprising the steps of:

storing a vendor identity code and a transaction code in a memory of a wireless communication device, the vendor identity code including a network address, the transaction code including a customer identification, authentication data, and transaction identification data, the wireless communication device being capable of operation on a wireless communication network;  
transmitting electronically the ~~[[a]]~~ transaction code from the wireless communication device of the customer to an electronic order processing system associated with the vendor;  
receiving the transaction code by the order processing system associated with the vendor;  
identifying the customer user based upon the customer identification contents of the transaction code;  
authenticating the transaction code using the authentication data;  
identifying a commercial transaction associated with the transaction identification data of the transaction code; and subsequently  
executing the identified commercial transaction by the vendor;  
wherein the transaction code is comprised of a Universal Resource Locator, and the transaction code is transmitted via the Internet.

4. (Currently Amended) A method of electronically executing a commercial transaction between a remotely located customer and a vendor, the method comprising the steps of:

storing a vendor identity code and a transaction code in a memory of a wireless communication device, the vendor identity code including a telephone dialing sequence, the transaction code including a customer identification, authentication data,

and transaction identification data, the wireless communication device being capable of operation on a wireless communication network;  
transmitting electronically the [[a]] transaction code from the wireless communication device  
of the customer to an electronic order processing system associated with the vendor;  
receiving the transaction code by the order processing system associated with the vendor;  
identifying the customer user based upon the customer identification contents of the  
transaction code;  
authenticating the transaction code using the authentication data;  
identifying a commercial transaction associated with the transaction identification data of the  
transaction code; and subsequently  
executing the identified commercial transaction by the vendor;  
wherein the step of transmitting the [[a]] transaction code is comprised of the step of  
transmitting the [[a]] transaction code ~~that has been previously stored within digital~~  
~~memory associated with a wireless telephone~~ via a wireless communications network.

5. (Currently Amended) The method of claim 1, wherein in which the step of  
identifying the customer user is comprised of the substeps of:  
identifying ~~the~~ contents of a customer user identification data field within the transaction  
code;  
locating the customer user identification data field contents within a database accessible by the  
order processing system.

6. (Currently Amended) The method of claim 3, wherein in which the step of  
authenticating the transaction code is comprised of the substeps of:  
identifying ~~the~~ contents of a security code field within the transaction code;  
determining that the received transaction code is authentic when the contents of the security  
code field correspond to a previously-configured security code associated with the  
contents of the customer user identification data field, which previously-configured  
security code is stored within a database accessible by the order processing system.

7. (Currently Amended) The method of claim 3, ~~wherein in which~~ the step of authenticating the transaction code is comprised of the substeps of:  
identifying a decryption key associated with ~~the~~ contents of the customer user identification data field;  
decrypting at least a portion of the transaction code using the identified decryption key;  
determining whether the decrypted portion of the transaction code is valid.

8. (Currently Amended) The method of claim 1, ~~wherein in which~~ the step of authenticating the transaction code is comprised of the substeps of:  
identifying a decryption key based upon ~~an the~~ identity of the customer user;  
decrypting at least a portion of the transaction code using the decryption key.

9. (Currently Amended) The method of claim 1, ~~wherein in which~~ the step of identifying a commercial transaction associated with the transaction code is comprised of the substeps of:  
determining ~~the~~ contents of a transaction identification field within the transaction code;  
locating the contents of the transaction identification field within a database accessible by the order processing system;  
identifying the nature of the commercial transaction based upon information within the database associated with the contents of the transaction identification field.

10. (Currently Amended) The method of claim 1, ~~wherein in which~~ the step of identifying a commercial transaction associated with the transaction code is comprised of the substeps of:  
determining ~~the~~ contents of a transaction identification field within the transaction code;  
identifying ~~the nature of~~ the commercial transaction based upon information within the transaction identification field.

11. (Currently Amended) The method of claim 1, ~~in which~~ the step of identifying a commercial transaction associated with the transaction code is comprised of the substeps of: locating a record within a database associated with the order processing system based upon the identity of the customer user;  
retrieving details of the commercial transaction from the database record associated with the customer user.

12. (Previously Presented) The method of claim 5, in which the database is maintained within a point of sale computer system operated by the vendor.

13. (Original) The method of claim 1, in which the step of executing the identified commercial transaction is comprised of the step of entering the identified commercial transaction into a point of sale computer system operated by the vendor.

14. (Currently Amended) A method of electronically executing a commercial transaction between a remotely located customer and a vendor, the method comprising the steps of:  
dialing a transaction code stored in a memory of a wireless communication device of [[by]] the customer, the transaction code comprised of a telephone dial sequence dialed onto a telephone network directed to an order processing system associated with the vendor;  
receiving a telephone call by the order processing system as a result of the dialing of the transaction code;  
detecting customer caller identification information received by the order processing system from the telephone network in conjunction with the telephone call, the customer identification information being stored in the memory of the wireless communication device;

detecting at least a portion of the transaction code dial sequence by the order processing system associated with the vendor;  
identifying the customer ~~user~~ based upon the customer ~~ealler~~ identification information received by the order processing system;  
identifying a commercial transaction associated with the transaction code; and ~~subsequently~~ executing the identified commercial transaction by the vendor.

15. (Currently Amended) The method of claim 14, ~~wherein in which~~ the step of identifying a commercial transaction is comprised of the substeps of:  
identifying a record in a database associated with the order processing system based upon the received customer ~~ealler~~ identification information;  
retrieving details of the commercial transaction from the database record associated with the received customer ~~ealler~~ identification information.

16. (Currently Amended) The method of claim 14, ~~the method~~ further comprising the step of authenticating the customer ~~user~~ before executing the identified commercial transaction.

17. (Currently Amended) The method of claim 16, ~~wherein in which~~ step of authenticating the customer ~~user~~ is comprised of the substeps of:  
prompting the customer ~~user~~ to enter a passcode;  
determining that the passcode entered corresponds to a passcode value previously stored within a database record associated with the customer ~~ealler~~ identification information.

18. (Currently Amended) A method for configuring an electronic user device ~~of a~~ customer for the automated execution of a commercial transaction between ~~the~~ [[a]] remotely located customer and a vendor, the method comprising the steps of:

generating a transaction code comprised of encoded information associated with the commercial transaction, the transaction code including at least one of a telephone dialing sequence and a network address and an SMS text message as a vendor identification, the transaction code including customer identification data and transaction identification data;

conveying the transaction code to the user device electronically, the user device including a wireless communication device, the wireless communication device being capable of operation on a wireless communication network;

storing the transaction code within a memory of the user device; and

transmitting the transaction code by the user device to initiate the subsequent execution of the commercial transaction by the vendor with which the transaction code is associated.

19. (Currently Amended) The method of claim 18, wherein in-which the electronic user device is a wireless telephone, and the transaction code is stored within a telephone book memory of the wireless telephone.

20. (Currently Amended) The method of claim 18, wherein in-which the electronic user device is a wireless telephone, the transaction code is comprised of a telephone dialing sequence, and the transaction code is stored within a telephone book memory of the wireless telephone.

21. (Previously Presented) The method of claim 18, in which the transaction code is comprised of a Universal Resource Locator.

22. (Currently Amended) The method of claim 18, wherein in-which the transaction code is conveyed to the electronic user device via wireless messaging.

23. (Previously Presented) The method of claim 18, in which the step of storing the transaction code is comprised of the substeps of:  
identifying wireless message as a transaction code capable of storage within the user device;  
programming the transaction code into digital memory within the user device without  
requiring substantial intervention by the user.

24. (Previously Presented) The method of claim 18, where the transaction code is generated by a point of sale system associated with the vendor in response to a request by the customer.

25. (Currently Amended) A method for ~~the~~ dissemination of information to a mobile electronic user device based upon location of the user device~~location~~, for facilitating the~~facilitation of~~ a commercial transaction between a remotely located customer and a vendor, the method comprising the steps of:  
identifying the location of the mobile electronic user device, the mobile electronic device being capable of operation on a wireless communication network;  
determining that the location of the user device conforms to a predetermined location criterion for receipt of a message relating to a commercial transaction with the vendor; and  
conveying the message relating to a commercial transaction with the vendor to the user device electronically; and  
storing the message in a memory of the mobile electronic user device, the message including vendor identification information and transaction identification data for possible use in initiating the commercial transaction with the vendor.

26. (Currently Amended) The method of claim 25, wherein ~~in which~~ the message is a transaction code and further comprising the step of: which can be stored within the user device and subsequently transmitted  
transmitting the message to the vendor by the user device to initiate a commercial transaction.



27. (Previously Presented) The method of claim 25, in which the step of determining that the location of the user device conforms to a predetermined criterion for receipt of a message is comprised of the step of determining that the location of the user device lies within a predetermined geographical region associated with the vendor.

28. (Currently Amended) The method of claim 25, wherein ~~in which~~ the user device is a cellular telephone, and the step of identifying the location of the user device is performed via triangulation techniques implemented by a ~~the~~ communications infrastructure with which the cellular telephone operates.

29. (Previously Presented) The method of claim 25, in which the user device includes a global positioning system receiver, and the step of identifying the location of the user device is performed by receiving location information provided by the global positioning system receiver.

30. (Previously Presented) The method of claim 25, which method further comprises the step of determining that the message satisfies one or more filter criteria preconfigured by the customer.

31. (Currently Amended) The method of claim 30, wherein ~~in which~~ the filter criteria are satisfied when one or more of the following message attributes conform to predetermined user preferences: ~~the~~ identity of the vendor; ~~the~~ geographical location of the vendor; ~~the~~ zip code in which the vendor is located; ~~the~~ city in which the vendor is located; ~~the~~ nature of the business conducted by the vendor; ~~the~~ frequency with which the customer enters the area in which the vendor does business; and ~~the~~ frequency with which the customer receives messages from the vendor.

32. (Previously Presented) The method of claim 26, which method further comprises the step of automatically deleting the transaction code from the user device upon the satisfaction of a deletion criterion.

33. (Previously Presented) The method of claim 32, in which the deletion criterion is the expiration of a predetermined period of time since the transaction code was stored within the user device.

34. (Previously Presented) The method of claim 32, in which the deletion criterion is the transmission of the transaction code by the user device.

35. (Previously Presented) The method of claim 32, in which the deletion criterion is the transportation of the user device a predetermined distance from a location associated with the vendor.

36. (Previously Presented) The method of claim 25, in which the message is comprised of map information identifying the location of the user device and a location associated with the vendor.

37. (Currently Amended) A method for the dissemination of information to a mobile electronic user device based upon location of the device location, for facilitating the facilitation of a commercial transaction between a remotely located customer and a vendor, the method comprising the steps of:  
identifying a the current location of the mobile electronic user device, the mobile electronic device being capable of operation on a wireless communication network;  
identifying a the direction of travel and a rate of travel at which the user device is moving;

determining that the location, direction of travel and rate of travel of the user device conform to one or more predetermined criterion for receipt of a message relating to a commercial transaction with the vendor;

conveying the message relating to a commercial transaction with the vendor to the user device electronically; and

storing the message in a memory of the mobile electronic user device.

38. (Currently Amended) The method of claim 37, wherein in-which the step of determining that the location, the direction of travel and the rate of travel of the user device conform to one or more predetermined criterion for receipt of the ~~[[a]]~~ message is comprised of the substeps of:

determining an ~~the~~ anticipated location of the user device at a predetermined time in a ~~the~~ future based upon the current location, the rate of travel and the direction of travel; and

determining that the anticipated location of the user device lies within a predetermined region associated with the vendor.

39. (Currently Amended) The method of claim 37, wherein in-which the step of determining that the location, the direction of travel and the rate of travel of the user device conform to one or more predetermined criterion for receipt of a message is comprised of the substeps of:

calculating a radius of accessibility for the customer operating the user device as an estimate of a ~~the~~ geographical region over which the customer would travel to engage in a commercial transaction, said calculating being which calculation is based upon the location, the rate of travel and the direction of travel of the user device; and

determining that a location associated with the vendor lies within the radius of accessibility.

40. (New) A method as claimed in claim 1, wherein said commercial transaction is a food order and wherein said step of executing the identified commercial transaction includes preparing food items for consumption according to the food order.

41. (New) A method as claimed in claim 3, wherein said commercial transaction is a food order and wherein said step of executing the identified commercial transaction includes preparing food items for consumption according to the food order.

42. (New) A method as claimed in claim 4, wherein said commercial transaction is a food order and wherein said step of executing the identified commercial transaction includes preparing food items for consumption according to the food order.

43. (New) A method as claimed in claim 14, wherein said commercial transaction is a food order and wherein said step of executing the identified commercial transaction includes preparing food items for consumption according to the food order.